

Message Text

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UNCLAS STOCKHOLM 0749

E.O. 11652: N/A
TAGS: BBSR, NL, SW
SUBJ: GLOBAL MARKET RESEARCH BIDS: MACHINE TOOLS AND RELATED
EQUIPMENT

REF: STATE 33733

1. FOUR SWEDISH FIRMS SUBMITTED BIDS ON SUBJECT MARKET RESEARCH
FOR SWEDEN. ONE FIRM ALSO BID FOR STUDY ON THE NETHERLANDS.

A. AB KONSULTERNA (MIKAEL BRENNING, LARS HOLMSTROM, KHALID
HASHMI) BID SKR 18,000 (APPROX \$3913 AT SKR 4.6 EQUALS \$1)
FOR SWEDISH STUDY. FIRM ALSO BID SKR 25,000 (APPROX. \$5435)
FOR STUDY ON NETHERLANDS; IF CONTRACT ALSO AWARDED FOR SWEDEN
PRICE WOULD BE SKR 22,000 (\$4783). KONSULTERNA HAS CONDUCTED
RESEARCH FOR USDOC ON GRAPHIC INDUSTRIES, ELECTRONICS AND
INDUSTRIAL PROCESS CONTROLS, AMONG OTHERS, IN ALL FOUR NORDIC
COUNTRIES.

B. GIDLOF, STEINER, WISTROM (GEORGE WISTROM) BID \$4800 FOR
STUDY ON SWEDEN. WISTROM HAS COMPLETED STUDIES FOR USDOC ON
HIGH PERFORMANCE MATERIALS AND CLIMATE CONTROL (HEVAC)
EQUIPMENT.

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C. INTERMARKET AB (ERIK DAHLBERG) BID \$4500 FOR SWEDISH STUDY.
DAHLBERG HAS DONE SEVERAL STUDIES FOR COMMERCE, INCLUDING THREE
UNDER ANNUAL CONTRACT IN FY 1977; RELATED RECENT STUDIES
INCLUDED INDUSTRIAL ASSEMBLY EQUIPMENT (SWEDEN) AND FOOD
PROCESSING/PACKAGING (DENMARK).

D. INDUSTRIELLA MARKNADSINSTITUTET AB (MATS FRYXELL) BID

SKR 24,000 (APPROX \$5217) FOR SWEDISH STUDY. IMI CONDUCTED RESEARCH ON METAL PARTS PRODUCTION EQUIPMENT FOR COMMERCE IN 1972, AND HAS DONE RELATED RESEARCH ON SWEDISH MARKET FOR CLIENT COMPANIES, MONTANWERKE AND EBERLE OF GERMANY AND HASSELFORS OF SWEDEN.

2. ALTHOUGH ANY ONE OF THE ABOVE FOUR FIRMS COULD DO THIS RESEARCH FOR COMMERCE IN AN EFFECTIVE MANNER, THE POST RECOMMENDS THAT THE KONSULTERNA BID FOR SWEDEN, WHICH IS ALSO THE LOWEST PRICED, BE ACCEPTED. ALTHOUGH FIRM HAS NOT PREVIOUSLY WORKED IN THE NETHERLANDS, THE WELL-DONE RESEARCH ON THE OTHER THREE NORDIC COUNTRIES AS WELL AS SWEDEN SHOULD PLACE FIRM IN RANGE OF CONSIDERATION WITH OTHER BIDS; HOWEVER, PERSONNEL MAY SUFFER HANDICAP HAVING TO CONDUCT INTERVIEWS IN ENGLISH (OR GERMAN).

3. COPIES OF BIDS MAILED FEBRUARY TO MRD.
KENNEDY-MINOTT

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